

AMS, Fruit and Vegetable Program Specialty Crop Block Grant Program Fiscal Year 2006 Awards

All 52 States, the District of Columbia, and the Commonwealth of Puerto Rico were awarded funds. Most recent awards are listed first.

Kansas Department of Agriculture - \$102,197.15, to:

- Build a sweet potato seed program to ensure availability of foundation seed of preferred sweet potato cultivars and develop educational materials outlining production methods and budgets for organic and conventionally grown sweet potatoes. Project is in partnership with Kansas State University;
- Provide hands-on teaching and demonstration of labor saving equipment and practices in open field high tunnel production vegetable trials at the K-State Horticulture Research Center and on individual farms;
- Develop a student farm to teach fruit and vegetable production, as well as marketing techniques in partnership with Kansas State University;
- Develop a website containing profiles of 69 farms and farmers in a seven-county area of Eastern Kansas to provide a searchable list for consumers to find specialty crops and farms. Project is in partnership with the Douglas County Extension and Lawrence Area Horticultural Producers' Association;
- Assist 15 farmers' markets to facilitate the development of a business plan to promote their markets and specialty crops of cut flowers, garlic, ginger root, herbs, honey, lavender, mushrooms, potatoes and sweet corn. Project is in partnership with the Kansas Rural Center;
- Work with farmers' markets and farm stands and/or groceries to develop a "Buy Fresh/Buy Local" campaign to promote the purchase of fresh, local foods including specialty crops. Project is in partnership with the Kansas Rural Center; and
- Develop and beta test a website that will facilitate commercial transactions between local growers and six institutional meal programs for school children and the elderly. Provide each institution \$1,000 to purchase local foods including specialty crops in partnership with the Kansas Rural Center.

Maine Department of Agriculture - \$105,806.75, to:

- Design and develop a database that will house data about all Maine specialty crop producers and provide the information needed for printed and electronic promotional and business development materials;

- Assist specialty crop producers in paying the cost of a first time Good Agricultural Practices/Good Handling Practices audit; and
- Assist specialty crop producers through advertising opportunities and promotional materials, including exhibits at regional event including a conference designed to assist producers in marketing their specialty crops direct to consumers and wholesalers. Project is in partnership with the Harvest New England group.

Ohio Department of Agriculture - \$245,378.58 (applied for both FY06 and FY07 funds), to:

- Purchase a mobile kitchen unit in order to increase use and sale of local specialty crops at retail and direct market outlets throughout Ohio;
- Host tours for media members focusing on specialty crop production and agri-tourism in partnership with the Ohio Grape Industries Committee and Division of Travel & Tourism;
- Expand the “Ohio Proud” consumer branded campaign for direct marketing operations;
- Launch a passport program increasing awareness and visits to Ohio’s direct marketing and agri-tourism operations. Project is in partnership with the Division of Travel & Tourism;
- Host tours for wholesale buyers/distributors focusing on specialty crop production, including wine, in partnership with the Ohio Grape Industries Committee; and
- Partner with the Ohio Food Policy Council to identify those school districts that are interested in sourcing local product in the state and develop an information guide on procurement policies for education and outreach to Ohio growers.

Hawaii Department of Agriculture - \$218,402.74 (applied for both FY06 and FY07 funds), to:

- To promote the Hawaii Seals of Quality Market Enhancement Program (Program) through online advertising and broadcast and supporting celebrity chef events;
- Purchase a graphic panel display, computer kiosk, and pull up display screen to promote specialty crops and producers;
- Design and redevelop a website, program guide, and posters for the Program; and
- Work with a consultant to evaluate and assess the progress and attainment of Program established goals.

Massachusetts Department of Agricultural Resources - \$107,596.35, to:

- Develop a promotional/marketing program to promote both farmers and chefs utilizing local specialty crops and research the marketing opportunities of promoting culinary tourism;

- Develop and implement multi-media materials that document the health benefits of cranberries, explain their daily intake to obtain those benefits, and provide recipes in partnership with the Cape Cod Cranberry Growers Association;
- Provide Massachusetts and New England apple orchards with Internet exposure at a nominal cost; and
- Promote “Harvest New England”, an ongoing project that encourages the purchase and the use of New England agricultural products by both retailers and consumers, in partnership with other New England Departments of Agriculture.

Kentucky Department of Agriculture - \$205,655.12 (applied for both FY06 and FY07 funds), to:

- Facilitate direct marketing seminars that will focus on helping specialty crop producers find ways to increase market share, improve product quality, and grow their customer base;
- Conduct a pilot program experimenting with institutional infrastructure and communication channels to increase the use of locally grown produce in schools and commercial cafeterias, conduct food demonstrations and sampling, and incorporate education for foodservice directors, lunchroom materials, and promotional giveaways;
- Work with restaurants and hotels to use chef cook-offs, product demonstrations, and media advertising to promote “Kentucky Proud” produce;
- Attend both state and national events to promote the growing produce industry and purchase a produce-specific tradeshow display to attract potential customers;
- Develop audience-specific directories, brochures and DVDs about where to find “Kentucky Proud” produce; and
- Develop a comprehensive wellness program incorporating “Kentucky Proud” produce into the agenda through sponsorship and food demonstrations.

Indiana State Department of Agriculture - \$109,567.29, to:

- Collect information, design and develop a directory of farmers’ markets, u-pick and agri-tourism opportunities;
- Create and implement a cost-share reimbursement program to provide grants to farmers’ markets by reimbursing 50% of the cost of advertising, displays, and promotional materials, up to \$500;
- Purchase booth space for the Indiana watermelon growers at the Produce Marketing Association Fresh Summit to expose growers to national and international sales

opportunities; and

- Develop a local food system model that will design a process for communities to better plan and coordinate their efforts of introducing Indiana-grown specialty crops into institutions such as school corporations, universities and hospitals. Project is in partnership with the Purdue Center for Regional Development and Purdue Extension.

Missouri Department of Agriculture - \$208,578.92 (applied for both FY06 and FY07 funds), to:

- Work with Future Farmers of America (FFA) Chapters in the Lexington, Missouri area to develop educational materials to serve as teaching aids to develop entrepreneurial skills of direct marketing and advertising local specialty crops, and provide hands-on experience of selling produce and horticultural crops, flowers, and value-added products at community markets.
- Conduct workshops for FFA students and establish a demonstration vineyard and chestnut orchard providing knowledge of soil, climatological, financial requirements as well as experience in the cultural practices necessary to achieve profitable vineyard and orchard production, and hold a Wine Grape and Chestnut Production Field Day annually. Project is in partnership with University of Missouri Extension Specialists and the Institute for Continental Climate Viticulture and Enology.
- Provide one-year internships in wine grape production for FFA students and an annual summer internship in chestnut culture for either an FFA student or a University student.

Montana Department of Agriculture - \$205,452.30 (applied for both FY06 and FY07 funds), to:

- Engage all growers within an identified pest control management area to implement regulations, conduct an education campaign, monitor infestation levels, and investigate and control feral hosts of the fruit fly. Project is in partnership with the Lake County Commission and the Cherry Fruit Fly Pest Control Advisory Board;
- Bring the Integrated Virus Detection System to screen for and detect the presence of pathogens/viruses in bee colonies to Montana's commercial beekeepers. Project is in partnership with the Montana State Beekeepers Association;
- Provide county level estimates for peas, lentil, and garbanzo beans in partnership with USDA's National Agricultural Statistics Service; and
- Facilitate the export of organic specialty crops into high-value international markets, provide cost-share assistance to offset the cost of organic certification for organic specialty crop growers, and develop certification forms to better serve organic specialty crop growers.

Wyoming Department of Agriculture - \$201,390.18 (applied for both FY06 and FY07 funds), to:

- Conduct variety trials of fruits and vegetable for vigor, cold and drought tolerance and study native plants suitable for domestic cultivation in partnership with the University of Wyoming;
- Award small grants to growers to develop native plant production, diversify vegetable varieties, extend the growing season and increase crop productivity;
- Provide speakers at the Kinsey Soil Conference to educate specialty crop farmers on soil fertility maximization;
- Hire a contractor to develop a *Wyoming Farmers Market Manual* that addresses rules, regulations, and food safety issues to provide the instructional basis for the Wyoming Farmers Market Certification on-line course;
- Develop a pilot project to provide youths from the local school system an opportunity to learn about the nutritional value of fresh produce, marketing, and basic business skills. Project is in partnership with Sheridan College;
- Support a regional seed genetics educational workshop to help farmers develop better knowledge of seed saving and specialty crop;
- Support an annual farmers' market conference to increase the number of markets and the level of expertise of market managers and vendors, provide food safety education, and support the network of markets within the State;
- Work with local restaurants and hotel chefs to offer consumers and retail buyers' alternatives on cooking with Wyoming specialty produce at farmers' markets and develop recipe cards for consumers;
- Develop marketing and educational materials regarding grape production that will be distributed to potential growers and conduct tours of Wyoming grape orchards. Project is in partnership with the University of Wyoming and Wyoming Grape Growers Association;
- Develop a database of nursery stock producers to facilitate the formation of the Wyoming Nursery Stock Association and host the Nursery Association conference; and
- Develop the curriculum and materials and facilitate a train the trainer session for instructors of seminars that will provide information to farmers' market managers and vendors on food safety issues associated with the preparation and sale of fresh produce. Project is in partnership with the Wyoming Consumer Health Services.

Connecticut Department of Agriculture - \$215,869.24 (applied for both FY06 and FY07 funds), to:

- Produce banners promoting farmers' markets and create a farmers' market website;
- Purchase four costumes that will help school food service directors, schools, and other groups promote specialty crops in cafeterias and produce a brochure promoting the Farm-to-School Program and the use of "Connecticut Grown" specialty crops;
- Conduct two farm tours/workshops for local chefs to teach them about "Connecticut Grown" specialty crops and work with the "Connecticut Grown" Farmers' Market program to arrange culinary demonstrations at the markets by program chefs;
- Develop a farm stand brochure that will allow the public to find farm stands and stores in their area;
- Provide producers, wholesalers, retailers and other outlets with promotional items to identify and promote "Connecticut Grown" specialty crop products;
- Conduct market research to determine the effectiveness of a state-wide, multi-media advertising and marketing campaign promoting "Connecticut Grown" products conducted in 2007;
- Use radio and print advertising to increase consumer exposure to the Connecticut Apple Marketing Board's marketing brochure, website, and Connecticut orchards;
- Conduct a one-day "bee school" to help existing beekeepers become better and newcomers to be successful, and develop a brochure and update the Connecticut Beekeepers Association web site;
- Award three scholarships to candidates studying agriculture, provide grants to the State of Connecticut Agriculture Experiment Station to conduct experiments to help tree growers, promote the annual coloring contest and award trees to eight winners, and update and maintain the Connecticut Christmas Tree Growers Association website;
- Print passports that visitors can get stamped at each Connecticut winery to entice customers to visit different wineries in partnership with the Connecticut Farm Wine Development Council;
- Conduct a two-year promotional campaign promoting "Connecticut Grown" annual flowering plants in partnership with the Connecticut Greenhouse Growers Association;
- Produce and distribute copies of the *CT NOFA Farm and Food Guide*, a listing of organic and sustainable farms in Connecticut in partnership with the Northeast Organic Farming Association;

- Conduct a two-year promotional campaign for “Connecticut Grown” trees, shrubs, and perennial plants in partnership with the Connecticut Nursery and Landscape Association;
- Conduct educational programs for producers at the semi-annual Maple Syrup Producers Association of Connecticut meetings to learn more about the maple syrup craft and be better informed to make upgrades to their operations, advertise the presence of sugaring operations and create syrup samplers kits to educate the public, and compile and publish the *CT Maple Syrup Recipe Book*; and
- Continue to promote specialty crops from a regional and state perspective and support the Harvest New England conference in the winter of 2009 with a focus on marketing in partnership with the Harvest New England group.

Pennsylvania Department of Agriculture - \$257,786.42 (applied for both FY06 and FY07 funds), to:

- Partner with the American Mushroom Institute to coordinate the development of a comprehensive plan to bring Vitamin D rich mushrooms to market;
- Partner with the American Mushroom Institute in conjunction with Penn State University to develop and maintain an industry wide food safety program;
- Offer a Good Agricultural Practices cost-sharing program to specialty crop producers;
- Support an Integrated Pest Management (IPM) demonstration project which will show local vegetable growers, specifically Amish and Mennonites, the benefits of an IPM program. Project is in partnership with Pennsylvania State University; and
- Develop a system which gathers real-time price data from produce auctions on a daily basis and then posts it to a specifically designed web-tool.

Virginia Department of Agriculture and Consumer Services - \$111,797.84, to:

- Assist in the design and production/printing of promotional materials to be used in selected independent retail garden centers. Project is in partnership with the Virginia Nursery and Landscape Association, Virginia Tech, Institute for Advanced Learning and Research, and Master Gardeners;
- Provide a facility and qualified personnel to implement a demonstration program that will test the feasibility and economic vitality of a fruit and vegetable cooler to add value to agricultural crops in the rural Virginia in partnership with the Southwest Virginia Farmers' Market;
- Develop a web site that specialty crop producers can customize for their and use for internet sales;

- Provide equipment for diagnostic services used in identification of Africanized honey bees and other pests and diseases in beehives in partnership with the Office of Plant and Pest Services;
- Educate children about how Christmas trees are grown and cared for using school tours and Ag in the Classroom Standards of Learning lesson plans in partnership with Joe's Trees;
- Conduct a study to characterize and identify key issues affecting the performance of farmers' markets from the perspective of farmers' markets managers; and analyze the structure, scope and organization of farmers' markets and estimate their economic impact in the state;
- Increase market opportunities and income for farmers transitioning from tobacco and other conventional crops to organic fruits and vegetables. Project is in partnership with the community-based Appalachian Sustainable Development;
- Demonstrate the viability of organic small fruit production in Virginia and provide a working model of diversification to other regional growers. Project is in partnership with Amy's Garden and the Virginia Cooperative Extension;
- Plant a demonstrate plot of different varieties of pumpkin seeds in order to identify the best pumpkin variety based on production and marketing value for Southern Virginia. Project is in partnership with Owen Farm and the Virginia Cooperative Extension;
- Replace Virginia Potato Disease Advisory sensors to ensure the advisory will function in the long term future so potato growers can increase profitability through the reduction of pesticide applications. Project is in partnership with the Irish Potato Board; and
- Expand a small honey and pollination operation to provide a viable pollination alternative in the region. Project is in partnership with Sandridge and Sons Honey.

Arizona Department of Agriculture - \$266,580.88 (applied for both FY06 and FY07 funds), to:

- Assist educators in receiving nutrition education curricula, and encourage hundreds of students to develop gardening and life skills, and improved attitudes toward fruits and vegetables. Project is in partnership with the Western Growers Charitable Foundation;
- Develop an effective biocontrol strategy to effectively manage lettuce drop disease caused by *S. minor* by optimizing the application rate of Contans and by characterizing the stimulus in *Sclerotinia* spp., which elicit *C. minitans* response in partnership with the University of Arizona;
- Develop a real-time PCR assay for sensitive detection of Cucurbit Yellow Stunting Disorder Virus in preparation for a widespread outbreak in Arizona melon crops in partnership with the Yuma County Task Force;

- Test and develop strategies to stop or prevent the erosion of efficacy of the critical chemical tools that growers have to combat powdery mildew. Project is in partnership with the University of Arizona and the Yuma Agricultural Center;
- Generate data that will allow date producers to be more efficient with their nitrogen applications while maintaining or improving yield, fruit size and fruit quality. Project is in partnership with the University of Arizona;
- Provide growers with empirical derived nutritional data on specialty leafy vegetable crops that directly benefit from the Southwest's aridic climate, selenium rich soils, and saline irrigation water. Project is in partnership with the University of Arizona;
- Survey edible fruits and vegetables for potential accumulation of heavy metals and calculate hypothetical exposure and risk of heavy metals in vegetable and fruit crops in partnership with the Yuma Agricultural Center, University of Arizona;
- Develop a clear and thorough understanding of the pros and cons of using each of three irrigation systems for production of lettuce in Yuma, and to provide Arizona leafy green growers with a practical scheme showing effect of irrigation system on yield, quality and microbial risk of Romaine and Iceberg lettuce. Project is in partnership with the University of Arizona and the Yuma Agricultural Center;
- Determine the inheritance of tipburn resistance in lettuce and develop molecular markers linked to tipburn resistance genes that are suitable for marker assisted selection in partnership with the USDA's Agricultural Research Service;
- Produce an educational reference guide to educate consumers about Arizona produce and nursery plants;
- Produce bilingual education and promotion videos to increase consumption of local fruits and vegetables in partnership with the Community Food Bank Community Food Security Center; and
- Complete an updated Economic Impact Survey of the Arizona nursery industry in partnership with USDA's National Agricultural Statistics Service.

Department of Agriculture of the Commonwealth of Puerto Rico - \$106,053.13, to:

- Conduct promotional support for a "buy local" Delpaís Brand through in-store promotions and trade shows, distribution of promotion items and brochures, printed advertisements, and participation in two international trade expositions.

Alabama Department of Agriculture & Industries - \$108,926.78, to:

- Conduct a study to document the size, scope and structure of Alabama's fruit and vegetable, and nursery and greenhouse industries in order to quantify the magnitude of their contributions to the economy of Alabama; and
- Assist specialty crop producers in coordinating retail/wholesale sales, promotions, and consumer education.

Arkansas Agriculture Department- \$102,675.16, to:

- Conduct Good Handling Practices and Good Agricultural Practices (GHP/GAP) workshops and assist in paying fees for GHP/GAP third party audits; and
- Develop and implement a marketing program to increase consumer awareness of locally grown or produced specialty crop products in the marketplace by the use of an "Arkansas Grown" brand, and conduct a point-of-sale promotion for locally grown produce by designing and distributing "Arkansas Grown" decorative sacks.

Georgia Department of Agriculture - \$129,864.25, to:

- Establish a pilot program in two Georgia schools to teach children healthy eating habits by providing fresh fruit and vegetable snacks during the school year and providing educational sessions on how the produce was grown and how fresh fruit and vegetables are important to their diet. Project is in partnership with the Georgia Fruit and Vegetable Growers Association;
- Establish a crisis communication plan, including but not limited to, food safety, labor, pest control, transportation, and water issues for Georgia's fruit and vegetable industry;
- Bring together produce suppliers, chefs, and caterers throughout the state to promote interest in Georgia grown specialty crops;
- Assist in increasing the number of conference workshops at the Georgia Organics annual conference, distribute the *Local Food Guide* of organically grown produce, and conduct a buy local branding and marketing campaign;
- Design and publish a website geared for consumers to inform them about Georgia-grown plants and information on locations of nurseries and growers. Project is in partnership with the Georgia Green Industry Association;
- Coordinate farm visits and promotional presence in the Canadian produce markets to increase the percentage of Georgia specialty crops exported to Canada in partnership with the Southern United States Trade Alliance; and
- Exhibit at a trade show in China in partnership with the Pecan Growers Association.

Wisconsin Department of Agriculture, Trade & Consumer Protection - \$240,610.72 (applied for both FY06 and FY07 funds), to:

- Conduct educational programs to nursery professionals and horticulture students to improve knowledge in business and marketing. Project is in partnership with the Wisconsin Nursery Growers;
- Build a potato and vegetable storage facility where various storage research projects will be conducted focusing on lengthening the time vegetables can be stored in partnership with the Wisconsin Potato and Vegetable Growers Association;
- Research and trial new cut flowers to determine the most popular cut flowers that will grow well in Wisconsin and develop a web site for dissemination of information gathered during the trial in partnership with the Wisconsin Commercial Flower Growers Association;
- Re-work a promotional marketing video in English and Mandarin to target U.S. and Chinese consumers, distributors, wholesalers, and retailers in Asia and the United States in partnership with the Ginseng Board of Wisconsin;
- Develop an "Autumn Harvest" trail which will guide consumers and tourists to apple-related destinations in Wisconsin in partnership with the Wisconsin Apple Growers Association;
- Produce an educational video on the state's cranberry industry, print and distribute a weed management guide, develop and print new brochures on cranberries, and enhance the displays in the exhibit hall at the Wisconsin Cranberry Discovery Center. Project is in partnership with the Wisconsin Cranberry Board;
- Develop a promotional brochure on the environmental benefits of real trees, promote Christmas trees at the Wisconsin State Fair and Farm Technology Days, distribute educational and promotional materials, educate growers on how to market to Gen Y consumers, and educate growers on how to communicate the environmental message to the media and the public. Project is in partnership with the Wisconsin Christmas Tree Producers Association, Inc.;
- Develop and distribute six issues of a newsletter that will help greenhouses increase their competitiveness in the market. Project is in partnership with the Wisconsin Commercial Flower Growers Association; and
- Enhance the SavorWisconsin.com web site, a marketing tool for producers to promote Wisconsin agricultural products.

Tennessee Department of Agriculture - \$223,259.26 (applied for both FY06 and FY07 funds), to:

- Develop a new statewide "buy local" brand, in partnership with the Tennessee Farm Bureau Federation, to promote conventional, natural and organic products, conduct kick-off

presentations to appropriate venues to implement the program, and in partnership with the University of Tennessee Center for Profitable Agriculture, conduct statewide workshops aimed at promoting and educating the concepts of the program; and

- Develop a resource guide to provide consumers a map and list of outlets across Tennessee where locally grown/produced products can be purchased and an interactive website directory of producers/members that will include maps and directions to member farm markets and farmers' markets.

Vermont Agency of Agriculture - \$101,397.90, to:

- Organize education and training opportunities to keep growers current on marketing, pest control, horticultural and general orchard management practices in partnership with the Vermont Apple Marketing Board, Vermont Tree Fruit Growers Association, and the University of Vermont;
- Work with the Vermont berry and vegetable industry to provide training programs in production, crop management, pest control, marketing, good agricultural practices and other practices;
- Create a website to provide specialty crop producers' access to prospective buyers, design and distribute two seasonal publications promoting products available during the fall season, and partner with the Vermont Department of Health, school foodservice organizations and other health organizations to promote increased consumption of fruits and vegetables through specialty events and marketing and food service venues;
- Work with regional and national organizations to enhance industry public relations, marketing, research and educational support for the state's apple growers, and participate in the Fruit Logistica trade show and conference in Berlin, Germany to expand the market base for McIntosh and Empire apples in partnership with the Vermont Apple Marketing Board;
- Work with winemakers and related fruit growers to provide industry marketing materials and education and technical assistance programs to establish a Vermont wine industry association; and
- Work with other New England departments of agriculture through the Harvest New England Association, Inc. to help the region's agricultural producers and processors sell through wholesale channels.

Louisiana Department of Agriculture & Forestry - \$104,950.42, to:

- Conduct market research designed to determine the most efficient strategy to promote Louisiana produced fruits and vegetables including sweet potatoes, floral and retail nursery stock, and commercial horticultural stock in partnership with Louisiana State University;
- Secure space for a pavilion at the Louisiana Foodservice Expo;

- Work with retailers and producers to develop, print, and distribute bin and shelf signs that identify Louisiana produced specialty crops at point-of-sale;
- Develop and implement a product demonstration program and develop, produce and distribute recipe cards, nutritional information, brochures and other collateral material featuring Louisiana-produced specialty products;
- Develop and purchase advertisements for Louisiana farmers' markets to inform the public as to locations and hours of operations; and
- Develop and purchase generic advertisements for Louisiana citrus, strawberry, watermelon, pecan and peach growers, before and during their respective seasons.

Washington State Department of Agriculture - \$182,441.82, to:

- Research technology advancement in pruning and typing technology of raspberries to reduce production costs in partnership with the Washington State Red Raspberry Commission;
- Research and review supply-chain challenges and transportation synergies to deliver fresh potatoes to the eastern seaboard and to Western Russia in partnership with the Washington State Potato Commission;
- Conduct a "food safety as it relates to marketing" survey to gain an understanding of what the commercial purchasers of Washington asparagus see as important issues ahead for the industry and provide a report to the Washington Asparagus Industry on how to respond to packaging changes;
- Examine the current and future cherry growth competition from Eastern European countries such as Ukraine, Turkey, Poland and other cherry producing countries so Washington cherry growers can increase market share. Project is in partnership with the Washington State Fruit Commission.
- Provide wine growers with an industry best practices knowledge base to ensure those practices will carry them into the future in partnership with the Washington Wine Industry Foundation; and
- Promote a "healthy choices" program for children that will include increased consumption of apples through the creation of a "kids section" on the "Best Apple" web site in partnership with the Washington State Apple Commission.

Oregon Department of Agriculture - \$148,320.35, to:

- Work with retailers and specialty crop producers to offer marketing and promotional materials that educate the urban consumer about the agriculture industry and increase

appreciation as to where and how agricultural products are produced;

- Develop an accredited USDA National Organic Program that will add to the existing bundle of services that are already offered by the Oregon Department of Agriculture to Oregon producers; and
- Assist in the development of standard operating procedures materials and training opportunities to educate producers about sources of microbial contamination in their product chain, good agricultural practices and good handling practices.

Florida Department of Agriculture and Consumer Services - \$253,750.10, to:

- Develop and deliver food safety educational materials and training that will focus on tomatoes, leafy greens, melons and berries, those fruits and vegetables associated with the highest risk of foodborne illness and at the greatest level of production in Florida in partnership with the University of Florida, Institute of Food and Agricultural Science.

California Department of Food and Agriculture -\$1,304,955.80 (applied for both FY06 and FY07 funds), to:

- Research environmentally sensitive control alternatives that will control the spread of Diaprepes and allow the nursery industry to continue to meet quarantine restrictions. Project is in partnership with the University of California, Davis;
- Assess the likely spread of the Tomato Leaf Curl virus from the initial introduction point and identify plant reservoir hosts for the disease to form the basis for an integrated pest management strategy in partnership with the University of California, Davis;
- Develop point-of-sale promotional materials for retail outlets in partnership with the Buy California Marketing Agreement groups;
- Provide growers with incentives to participate in the conservation practices that characterize sustainable winegrowing. Project is in partnership with the Central Coast Vineyard team;
- Develop a scientific evaluation protocol for sampling honeybee health to give beekeepers early warning of potential problems in order to optimize their management practices. Project is in partnership with the non-profit organization Project Apis m.;
- Provide walnut growers with a trade-off analysis to calculate the environmental impact and economic cost for conventional, organic and integrated pest management strategies. Project is in partnership with the University of California, Davis;
- Field-test an automatic system for mechanical weed control, using a real-time kinematic global positioning system in partnership with the University of California, Davis;

- Examine all data pertaining to emissions and offsets of greenhouse gas to better understand the grape sector's greenhouse gas "footprint". Project is in partnership with the California Sustainable Winegrowing Alliance;
- Evaluate a broad range of combinations of natural product herbicides and surfactants for effectiveness and economy in partnership with University of California, Davis;
- Explore the feasibility of using various combinations of new generation pesticides and lures for maximum effectiveness in the statewide detection and eradication programs for exotic fruit flies;
- Develop training courses to link garden activities to California instructional standards and an internet gardening resource in partnership with the University of California, Davis;
- Subsidize installation of salad bars in forty schools to increase access to nutritious fruits, vegetables and nuts in school breakfasts and lunches and support professional development for teachers. Project is in partnership with the California School Nutrition Association.

Alaska Department of Agriculture - \$100,520.67, to:

- Develop a multi-media campaign to educate and inform consumers of the benefits of choosing and purchasing specialty crops; and
- Award \$5000 for advertising to sixteen farmer's market managers, plus \$1000 for advertising to eighteen horticulture/nursery businesses who can match 50% of the funds.

Delaware Department of Agriculture - \$204,807.50 (applied for both FY06 and FY07 funds), to:

- Support the operation of the "Cucurbit Downy Mildew Website" to track the progress of downy mildew disease northward each spring to prevent specialty crop losses;
- Identify and evaluate ethnic crops that can be grown successfully in Delaware. Marketing avenues and value-added products from these crops will be identified and shared with farmers and gardeners. Project is in partnership with Delaware State University;
- Develop three marketing pieces: a directory and map of on-farm markets, farmer's markets and agri-tourism operations for consumers; a guide to Delaware agricultural producers looking to use or sell Delaware agriculture products; and placards promoting Delaware products and providing local product recipes;
- Develop the "MarDel-icious" brand, and implement a retail marketing and promotional campaign in partnership with the Mar-Del Watermelon Growers Association;

- Conduct a market and economic analysis of the state and regional vegetable processing industry to identify challenges and barriers to the continued health and expansion of the industry;
- Introduce Delaware specialty crop producers through demonstrations, training, and fact sheets to MarketMaker, a national network of state websites that connect farmers and processors with food retailers, consumers, and food supply chain companies;
- Breed and evaluate new lines of lima beans for yield, disease resistance, and horticultural characteristics in partnership with the University of Delaware;
- Conduct commercial scale trials to evaluate production, quality, and cost effectiveness of organic production of vegetables for processing in partnership with the University of Delaware Extension Vegetable Specialists and Delaware's vegetable processing industry.

New York State Department of Agriculture & Markets - \$129,212.32, to:

- Conduct television, radio, and consumer print advertising to promote the “Pride of New York” brand in cooperation with “Pride of New York” member advertising.

District of Columbia, Agricultural Experiment Station – \$100,000, to:

- Enhance productivity in gardens to make herbs and spices more available locally and help gardeners to develop this niche market.

Nebraska Department of Agriculture - \$104,133.83, to:

- Research the composition of damaged Great Northern Beans to identify their value as a human health food ingredient in partnership with the Nebraska Dry Bean Commission and the University of Nebraska;
- Research a new product line for fresh cut dormant stems during late spring and early summer in partnership with Nebraska Woody Florals and the University of Nebraska;
- Support the training of a new manager for the Potato Certification Program in partnership with the Potato Certification Association of Nebraska; and
- Increase awareness of various marketing venues available for specialty crop producers. Project is in partnership with the University of Nebraska, the Nebraska Rural Initiative, and the Food Processing Center.

Rhode Island Department of Environmental Management Division of Agriculture - \$101,417.97, to:

- Install field trials of new squash varieties that will be marketable to the ethnically diverse clientele of urban farmer's markets. Project is in partnership with the University of Rhode Island;
- Further the development of the statewide Farm to School Program to increase the amount of locally grown, fresh produce that is offered in schools. Project is in partnership with the community based Kids First group;
- Investigate the feasibility of using a modified greenhouse as an apiary house to over-winter and propagate bee colonies in New England in partnership with Trails End Farm;
- Develop a "buy local" radio advertising campaign in partnership with the Rhode Island Farm Bureau;
- Upgrade and expand the Rhode Island Nursery and Landscape Association's website to increase public use and awareness of specialty crops;
- Develop a series of training and professional development programs for specialty crop farmers interested or engaged in agri-tourism and/or alternative enterprises, and conduct two marketing initiatives to promote Rhode Island's farms. Project is in partnership with the Rhode Island Center for Agriculture Promotion & Education;
- Obtain current specialty crop farm data from more farms for the "Farm Fresh Rhode Island" website;
- Continue to expand on a "buy local" initiative by conducting produce preparation demonstrations at all Rhode Island farmers' markets and participating roadside stands, update its *Rhode Island Agricultural Guide* publication, and continue marketing projects with Harvest New England; and
- Certify 25 farms for Good Agricultural Practices for sales to school districts and inspect 150 nurseries for out-of-state shipments.

South Dakota Department of Agriculture - \$100,850.02, to:

- Provide a series of workshops to the South Dakota wine industry to help new and prospective growers understand the business of wine grape production and the management techniques critical to producing high-quality fruit. Project is in partnership with the South Dakota Specialty Producer's Association;
- Research the use of micro sprinklers to avoid frost and cold damage to grape vine buds in the spring as well as leaf and canopy injury in the fall in partnership with Rahm Farm; and

- Conduct events at the South Dakota State Fair to give producers more exposure to consumers, help them increase sales, and increase networking with other producers and the restaurant industry.

New Jersey Department of Agriculture - \$117,036.97, to:

- Offer specialized business development training assistance to producers of specialty crops. Project is in partnership with Rutgers New Jersey Agricultural Experiment Station;
- Develop and print “Jersey Grown” advertising and promotional materials for New Jersey-produced horticultural products; and
- Provide grants to non-profit agricultural promotion organizations to use the “Jersey Fresh” advertising and promotional logo in all programs for which they receive matched funds.

Utah Department of Agriculture and Food - \$103,135.47, to:

- Provide two training seminars to Utah tart cherry growers to ensure products are safe, nutritious and a protected food supply. Project is in partnership with Payson Fruit Growers;
- Monitor the effectiveness of utilizing mating disruption and insecticides to lower Codling Moth populations, and develop useful trap thresholds and predictive relationship for fruit injury. The project will also explore enhancing attraction of western Cherry Fruit Fly to traps and insecticide-bait droplets in partnership with the Utah State Horticulture Association and Utah State University;
- Provide a survey of *Erwinia amylovora* (Ea) bacterial isolates in Utah apple orchards using Kasumin (kasugamycin) for control of fire blight in apples, and research prevention of powdery mildew in apples and cherries, and Coryneum blight on stone fruits in partnership with the Utah State Horticulture Association and Utah State University;
- Test herbicides recently registered for use in onions to achieve increased levels of weed control in partnership with Utah State University;
- Establish a nut tree rootstock and variety trial evaluation to allow for recommendations of locally adapted trees in partnership with a local not-for-profit breeding organization;
- Research irrigation efficiency to reduce the need for water in orchard production while increasing yields in partnership with the Utah State Horticulture Association and Utah State University;
- Investigate the variability, genetic stability, diversity, and drought tolerance of the *Eriogonum corymbosum* shrub to make initial cultivar selections in partnership with Utah State University;

- Create a model for a fruit crop industry in Emery County by evaluating late blooming, early harvest fruit varieties to market at community celebrations. Project is in partnership with the Castleland RC&D Council and the Utah State University County Extension; and
- Organize and advertise a local farmers' market for Carbon County and northern Emery County producers and residents. Project is in partnership with the Utah State University Extension.

Iowa Department of Agriculture and Land Stewardship - \$103,249.43, to:

- Develop and launch a direct-to-consumer distribution business in partnership with the Practical Farmers of Iowa;
- Provide media kits to producers to promote specialty crops, promote on-farm activities and agri-tourism, develop and distribute marketing materials promoting the "Choose Iowa" campaign, and distribute recipe cards;
- Conduct chef demonstrations at farmers' markets, purchase display equipment for promotions, and use the Iowa State Fair to conduct the National Farmers Market Week/Iowa Farmers Market Week celebration and promote honey sales with the Iowa Honey Producers Association;
- Promote the midweek market in downtown Cedar Falls in partnership with the Cedar Falls Main Street Farmer's Market;
- Conduct a two-day market and promotion seminar for all Iowa's fruit and vegetable growers. Project is in partnership with the Iowa Fruit and Vegetable Growers Association;
- Provide fresh fruit and vegetable nutrition education at the Bettendorf Farmer's Market in partnership with the Mississippi Valley Growers' Association, Inc.;
- Develop a website and update a brochure for education, promotion, and marketing of fresh, locally grown chestnuts in partnership with the Southeast Iowa Nut Growers;
- Improve the marketing efforts of members at the Iowa Nursery & Landscape Association's 2007 Road Show; and
- Promote and host the National Christmas Tree Growers Association 2008 annual meeting to facilitate the transfer of information on best management practices.

New Mexico Department of Agriculture - \$217,014.78 (applied for both FY06 and FY07 funds), to:

- Conduct a five-state retail chile promotion and coordinate the development of a "New Mexico Taste of Tradition" pavilion at the Produce Marketing Association's Fresh Summit Exposition.

Minnesota Department of Agriculture - \$113,274.97, to:

- Enhance Minnesota's "buy local" campaign through improved marketing materials and communication, by increasing the reach and effectiveness of the *Minnesota Grown Directory*, and by increasing consumer awareness of and use of the gardenminnesota.com website; and
- Establish a Scientific Advisory Council that will develop a research strategy into the links between human health and the consumption of dry edible beans in cooperation with the Northarvest Bean Growers Association and the North Dakota Department of Agriculture.

Idaho State Department of Agriculture - \$121,388.06, to:

- Conduct teacher training workshops and provide resource materials to increase the use of Idaho fruits and vegetables in school lunch and breakfast menus in partnership with Idaho Ag in the Classroom and the Idaho State Department of Education;
- Assist the Idaho nursery industry in identifying their plants as grown in Idaho through the "Idaho Preferred" program and conduct special Idaho nursery promotions in partnership with the Idaho Landscape and Nursery Association;
- Expand the "Idaho Preferred" program retail open-air market concept to other retail stores, and provide television advertising to increase awareness of the program in partnership with the Idaho Preferred Advisory Board; and
- Launch an "Idaho Preferred" restaurant component that will feature six restaurants in the downtown Boise area with menus featuring "Idaho Preferred" products in partnership with Sysco Foodservice and Idaho Chefs d'Cuisine.

South Carolina Department of Agriculture - \$110,242.99, to:

- Assist specialty crop groups to purchase marketing materials, support events at farmers' markets, and conduct in-store-promotional events.

West Virginia Department of Agriculture - \$100,286.87, to:

- Conduct a study that will demonstrate the most effective deer control methods to protect specialty crop production throughout the State in partnership with the West Virginia University Extension Service;
- Form and promote a Harts Farmers' Market and Growers Club and a Gilmer County Farmers' Market to provide an outlet for locally grown produce to be sold in the southern coalfield and central areas of the state;

- Work with a producer-led board of directors to develop a West Virginia Farmers Market Association that would serve the needs of existing and start-up farmers' markets and specialty crops' growers across the state;
- Work with existing markets and growers clubs to design a promotional and advertising campaign that would inform consumers of the variety and quality of specialty crops available at farmers' markets;
- Develop recipe cards to be used by consumers in conjunction with coupon incentive marketing and other events, including chef demonstrations to draw consumers to farmers' markets;
- Provide technical assistance, educational workshops and promotional materials on the use of high tunnel growing and develop a community garden to promote the production of specialty crops. Project is in partnership with the West Virginia University Extension Service;
- Work with a producer and gourmet chef-led collaborative to design an interactive website that will serve as an e-commerce forum for specialty crop growers to market their products to gourmet shoppers and restaurants; and
- Promote a USDA-developed social marketing campaign utilizing print ads, promotional posters and flyers, radio and television, and billboards to promote the consumption of West Virginia produce to working mothers, school-age children and seniors in partnership with the West Virginia Nutrition Network.

Colorado Department of Agriculture - \$116,139.35, to:

- Establish youth-run vegetable gardens and farmers markets at three urban elementary schools. Project is in partnership with the Denver Youth Farmers Market Coalition;
- Conduct variety trials for high value organic vegetables to provide specialty crop producers and extension personnel data on yields, crop quality, harvest intervals, pests and disease issues, and overall suitability for production in Colorado. Project is in partnership with Colorado State University;
- Extend "Colorado Proud" television advertising to include Colorado's Western Slope;
- Coordinate the development of a Colorado Pavilion at the Produce Marketing Association's 2008 Fresh Summit Exposition; and
- Implement a demonstration marketing project featuring print advertising to expand awareness and distribution of Rocky Ford cantaloupe in the Chicago, Illinois metropolitan region in partnership with the Rocky Ford Melon Company.

Illinois Department of Agriculture - \$111,450.21 to:

- Implement a specialty crop advertising grant program for farmers' markets incorporating the "Illinois Where Fresh Is" logo into their promotional efforts; and
- Create two marketing/promotional publications, a specialty crop business directory and a child education publication focusing on the importance of specialty crops.

Maryland Department of Agriculture - \$111,602.37, to:

- Improve the "Maryland's Best" website and logo, and expand Maryland's "buy local" promotion campaign through the retail market.

North Dakota Department of Agriculture - \$109,135.59, to:

- Provide five North Dakota schools the opportunity to learn about the production and marketing of vegetable crops by having students use school land and a greenhouse facility to plant a garden; and provide a blueprint for a business entity that can provide service to fruit and vegetable producers. Project is in partnership with the North Dakota Farmers Market and Growers Association, Inc. ;
- Expand the potato breeding program, develop an advertising program, and provide training for grower negotiators. Project is in partnership with the Northern Plains Potato Growers Association and the Minnesota Department of Agriculture;
- Develop a marketing campaign for nursery and floriculture products in partnership with the North Dakota Nursery and Greenhouse Association;
- Assist farmers markets to better market their products through educational seminars, printing of a farmers market guide book, and providing mini-grants to local farmers' markets for advertising and promotion. Project is in partnership with the North Dakota Farmers Market and Growers Association; and
- Evaluate the ingredient and new product uses for dry peas, lentils and chickpeas to nutritionally enhance existing product lines in partnership with the Northern Crops Institute and U.S. food companies.

New Hampshire Department of Agriculture - \$102,244.91, to:

- Initiate a "buy local" program to identify and promote the purchase of local products through all possible outlets, on and off the farm, and internet.

Nevada Department of Agriculture - \$101,478.01, to:

- Promote the "NevadaGrown" program, provide information to farm groups and organizations on future grant availability, and assist Nevada farmers in developing marketing strategies, research and trade opportunities by conducting outreach activities.

Michigan Department of Agriculture - \$136,342.33, to:

- Create a “Select Michigan” market enhancement program to increase consumer awareness and increase purchases of Michigan specialty crops.

Oklahoma Department of Agriculture, Food & Forestry - \$107,188.11, to:

- Create a statewide “Oklahoma Grown” billboard campaign to promote local products at farmer’s markets, and offer each farmer’s market manager a grant to increase promotion, advertising, and market improvements; and
- Develop a new farmers’ market in downtown Oklahoma City as part of an urban renewal project in partnership with Oklahoma State University and Oklahoma City Downtown.

North Carolina Department of Agriculture and Consumer Service - \$136,155.66, to

- Provide nutritional educational to incite schools to participate in the Farm to School Program;
- Conduct an advertising/public relations campaign to promote North Carolina plants;
- Assist in paying the cost of a Good Agricultural Practices audit for fruit and vegetable farmers; and
- Continue the operation of the North Carolina Specialty Crops Program that develops and introduces several crops into commercial production. Project is in partnership with North Carolina State University.

Mississippi Department of Agriculture and Commerce – \$103,626.70, to:

- Present a series of workshops to both new and existing growers on the production of a wide range of fruit and vegetable crops. Project is in partnership with the Mississippi Fruit and Vegetable Growers’ Association, the Mississippi State University Extension Service, and the National Center for Appropriate Technology; and
- Promote Mississippi’s specialty crops at events held at the Jackson farmers’ market.

Texas Department of Agriculture - \$156,488.66, to:

- Create promotional materials to inform retail consumers of the benefits and availability of Texas produce and plants, create printing plates for watermelon bins, create blackboard and pull-up displays, and develop and purchase advertisements to promote Texas Certified Farmers Market;

- Contract with a chef to cook with Texas produce at the Texas Restaurant Association Foodservice Show, Produce Marketing Association Fresh Summit and three Texas wine and food festivals;
- Help the Texas State Florist Association producers' exhibit at the Produce Marketing Association Show by paying for the booth space of the floral association;
- Develop a horticulture landscape guide with information on regional Texas-grown plants, nursery locations and certified nurserymen in partnership with the Texas Nursery and Landscape Association to design; and
- Develop recipe cards to be used by school food service staff, restaurants, retail buyers and consumers.